



# COLOR CARE GUIDE

## Before

1

### **CONSULT YOUR STYLIST**

- Share your goals. Ask questions. Bring in photos of the shade you want. Be open with your hair history about any previous color treatments or chemical processes.

2

### **KNOW WHAT TO EXPECT**

- Color services, especially those involving lightening processes can take time. Be prepared for your appointment to last anywhere from 2-6 hours depending on complexity and hair length

3

### **HYDRATE**

- Focus on moisturizing your hair. Use a deep conditioning treatment or a nourishing hair mask to keep your strands healthy.

4

### **AVOID IRRITATING YOUR SCALP**

- It's best not to shampoo or itch your scalp right before your color appointment. Irritating the scalp can cause discomfort during your service

5

### **AVOID CHEMICAL SERVICES**

- Stay away chemical treatments 2 weeks before your color session. Hair color services should not be completed within 2 weeks of any other chemical service



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## *After*

1

### **INVEST IN PRODUCTS**

- Invest in color-protecting products to preserve the vibrancy and health of your color-treated hair. Look for sulfate-free shampoos that prevent stripping the color.

2

### **TREAT**

- Regular deep conditioning treatments help maintain moisture and nourishment. Deep conditioners penetrate the hair strand unlike instant conditioners.

3

### **PROTECT**

- For added protection, use a water based leave-in conditioner or hydration spray to keep your hair hydrated and smooth between appointments

4

### **SUN EXPOSURE AND CHLORINE**

- Before water activities, apply a leave-in conditioner or a protective serum to minimize dryness from chlorine. After, rinse hair thoroughly and deep condition. Depending on the type of hair color received, it can begin to fade during water activities. UV Rays may also cause color to fade faster.

5

### **FOLLOW UP**

- Follow up with your color hair care plan or details suggested by your stylist.